

# WDBS DARTMOUTH BROADCASTING SYSTEM

49 ROBINSON HALL · HANOVER · NEW HAMPSHIRE · TELEPHONE 30

October 20, 1949

Miss Pat Butler  
Station Manager WCSR  
Smith College  
Northampton, Mass.

Dear Pat,

Sorry to be so remiss about answering your telegram,  
but I had no information to give you on either of your questions.  
Now I do:

1. With regard to a hook-up on the away football games remaining: We have decided that there is no percentage in carrying any of the games except the Columbia game<sup>Nov. 5<sup>th</sup></sup>, because WBZ and WBZA plan to air the others(i.e. Yale, Princeton) and we and you can both pick up their broadcast. However, the Dartmouth-Columbia game will not be carried by any strong stations in our vicinity or yours( I believe), so we have made arrangements to carry the game in either of two ways. The first plan which is now underfoot is to get Chesterfield who are broadcasting (via Russ Hodges) over WINS to pay for the expenses of a line to Hanover and thus carry their broadcast at no cost to ourselves. With that in mind I have written to the director of sports publicity at Columbia and he is trying to talk his "good friend" the vice pres. of Chesterfield into this arrangement. We did not feel that we could ask him to "sell" our program so if this goes thru we will make nothing at all, but merely carry it as a public service broadcast with the advertising of Chesterfield going for ~~nothing~~ free. We will not know for perhaps a week or more if this deal will go through. I have taken the liberty of offering Chesterfield your station on the hookup if you will take care of the minor costs of getting a line in to the telephone office in Hamp. (An expense incidentally which we too will have



1934





# WDBS DARTMOUTH BROADCASTING SYSTEM

49 ROBINSON HALL · HANOVER · NEW HAMPSHIRE · TELEPHONE 30

to incur to the Hanover telephone company).

That is one possibility. If that falls through we will definitely broadcast the game ourselves from Baker's Field in NY. We have had difficulty in finding space in their press box and we may have to do the game from the roof of the press box, which by the way, is one of the worst press boxes in the country. So one way or the other we will carry the game. (Our broadcast would be sponsored by the Undergraduate Council of Dartmouth as a public service). I gather that you are still interested in the "network hook-up" under either plan. Am I correct? (Either broadcast would give sufficient pauses for station identification, and possible opportunities to add short commercials or plugs of your own.) Mike Heyman our Chief Engineer will either see you before you get this letter or on the same day, as he plans to be at Smith this weekend, and is going to contact you about this and "that other matter".

2. With regard to inter station broadcasting; ( or "that other matter") the station is all for it. We have posted sign-up lists with two dates in mind. One date is the day before the Dartmouth Columbia game, November 4-5. The other date is the first free weekend in December, 2-3. Can you give us more details on the whole set-up. I imagine there will be some who will want to come the first date, and some on the second date, so maybe you could manage both. I also imagine that there will be quite a few who knowing no one at Smith (inconceivable as it sounds) will want to be fixed up with dates, and probably for both Saturday and Friday nights. You may be able to clear up a little of our uncertainty with Mike Heyman. I'll write again when I know full details of the broadcast.

Sincerely,

*Bob Sink*

MEMBER OF THE IVY NETWORK

STATION MANAGER WDBS



